

## ESTABLISHMENT OF PREFERRED BUSINESS PARTNERS USING A VENDOR CERTIFICATION PROGRAM

### ABSTRACT

A curriculum, based in subject matter expertise possessed by an entity, is provided to vendors in the form of a vendor certification program via a communication network. In exchange for a fee, vendors partake of the curriculum and, upon completion of at least a portion of the curriculum, are conferred certified vendor status by the entity. Certified vendor status confers preferential consideration by the entity when the entity undertakes acquisition decisions. Variable levels of certified vendor status may be achieved in direct proportion to the number of personnel affiliated with a vendor that successfully complete at least a portion of the vendor certification program, or in direct proportion to a percentage of the program completed. In this manner, entities can generate previously unrealized revenue and vendors are motivated to participate due to the preferential consideration given by the entity in exchange for successful completion.